

ORIGINAL CONTRIBUTION

Exploring the Role of Fear of Missing out (FOMO) on consumer behaviour: A study of Spending, Trash Talking and Anxiety

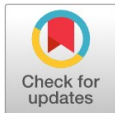
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Abstract— Since excessive spending, trash talk, and consumer worry frequently result in undesirable effects including depression, social anxiety, and debt, it is imperative to understand their causes. The purpose of this research is to examine how excessive spending, trash talk, and customer anxiety are impacted by FOMO, harmonious brand passion, and obsessive brand passion. We gather information from 421 customers and analyse it using partial least squares. The study backs up the attachment theory and social comparison theory, which distinguish between obsessive and harmonious types of brand enthusiasm, with the latter being a bad thing. The results unequivocally support the connection between both forms of brand love and FOMO. Consumer anxiety, trash talk, and excessive spending are all more significantly predicted by obsessive passion. Additionally, the study reveals that the relationship between consumer anxiety, trash talking, and excessive spending and FOMO is mediated by harmonizing brand passion. We suggest marketing tactics that support consumers' FOMO-driven passions, promote and cultivate harmonious passion, cultivate compulsive passion in a more responsible way, and concentrate on brand-passion-driven marketing to consumers.

Index Terms— Fear of Missing out (FOMO), Harmonious brand passion, Obsessive brand passion, Excessive spending, Trash talking, Consumer anxiety, Attachment theory, Social comparison theory

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Introduction

In today's hyper connected world, the fear of missing out has emerged as powerful psychological phenomena that significantly influences on consumer behaviour. Businesses use temporary reductions as a marketing tactic to capitalise on consumers' fear of missing out and feelings of exclusion from fun activities (Çelik & Şirin, 2023). By presenting idealized client experiences and time-limited purchases, social media sites like Instagram and TikTok intensify the fear of missing out (Kemp et al., 2021). Because of its impact on compulsive social media behaviours, the fear of missing out has also received a lot of attention in recent years (Brailovskaia & Margraf, 2023, 2024). Therefore, reducing customers' anxiety, fragility, and uncontrollable behaviour that results from their need to follow trends requires an understanding of FOMO (Gupta & Sharma, 2021; Roberts & David, 2020). Due to their extensive exposure to information and capacity to absorb knowledge from various sources, individuals nowadays are concerned about missing developments (Kemp et al., 2021). The urge to always be aware of what other people are going through is what defines FOMO. Persistent fear that others might be having fulfilling experiences that one is missing is another definition of it (Tandon et al., 2021). Additionally, FOMO is the fear of missing an opportunity

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to accomplish a social or personal objective. According to Balta et al. (2020), it stems from a person's drive to satiate his curiosity, find satisfaction in learning something new, and pursue innovation and diversity.

Previous studies (Haines et al., 2023), demonstrates that trash talking is a type of vocally disparaging or other negative communication used at competing brands in an effort to favourably set theirs apart from the competition. Trash talking has been linked to a number of detrimental effects on the individual. For example, prior research has demonstrated a correlation between trash talking and bullying, hostility, violence, and other negative behaviours Irwin et al. (2024). According to Japutra et al. (2022), the creation of extremely inventive technologies encourages and promotes trash talking on social media. While trash talking targets competitor brands because consumers want to disparage one option in favor of another, negative word-of-mouth (WOM) is a type of negative communication directed against the brand as a result of customers' unhappy experiences (Kaya & Radhakrishnan, 2021).

The modern market is a collection of brand possibilities that provide customers as many options as they want. Since achieving that position is the only way to guarantee a brand's long-term success, every brand strives to be the first choice of consumers (Dini Azizi et al., 2024). Since FOMO frequently results from a perceived sense of lack through social comparison, social comparison theory is especially well-suited to analysing the relationship between FOMO and brand passion (Gilal et al., 2023). Both harmonious and obsessive passion are important motivators, according to the dual theory of passion (Okazaki et al., 2021). Their integration of social identities, however, varies (Amarnani et al., 2020; Bai et al., 2021; Çelik & Şirin, 2023). Despite their significance, little study has been done on the dual nature of brand passion (Gilal et al., 2023), and earlier studies have ignored this factor (Okazaki et al., 2021). In order to fill this knowledge vacuum, this study investigates brand passion as a dual construct, addressing the necessity to comprehend the elements that either enhance or diminish it (Bai et al., 2021).

Based to existing studies, brand passion and FOMO can both result in a number of positive effects. Research indicates that these elements may contribute to excessive expenditure Boccia and Lett (2024), which makes it compelling to look at them all at once in this study. According to research, people are more likely to seek knowledge, engage in social interactions, and engage in trash talking when they are afraid of losing out (Aji & Adawiyah, 2022; Hudimova et al., 2021). Consumer anxiety often describe the state of distress or worry related to purchasing decisions, is driven by verity of social, psychological and economic factors. Rapidly changing trends and constant display of others lifestyles on social media have intensified this anxiety (Brailovskaia & Margraf, 2023). Consumers may feel pressured to make the right purchases to project a desirable image or fit in social groups. Excessive spending closely related to consumer anxiety. Because it can have both positive and negative impacts, the literature refers to this contradiction as a "bittersweet" relationship within branding Patil et al. (2020); Zhang et al. (2024); this idea is especially pertinent to brand passion. Consumer anxiety is a major societal worry that can be exacerbated by brand enthusiasm and FOMO (Sherman et al., 2021). According to research, those who are afraid of missing out are more likely to engage in excessive spending and trash-talking, frequently by following, sharing, and posting on social media platforms (Patil et al., 2020).

Additionally, the current study investigates into how brand passion mediates the relationships between FOMO and consumer anxiety, trash talk, and excessive purchasing. Prior studies emphasise how important brand passion is to comprehension. It is vital to comprehend the direct effects of FOMO on brand passion, but it is also critical to investigate consumer differences (Dini Azizi et al., 2024). Although earlier studies Amarnani et al. (2020); Çelik and Şirin (2023); Okazaki et al. (2021) suggest that age affects brand passion, they do not approach brand passion from the perspective of the dual theory of passion, which is what this study aims to achieve. Therefore, we propose that the relationship between FOMO and both forms of brand love is significantly shaped by age. As a result, this paper begins by reviewing the body of research on compulsive buying, brand passion, and FOMO. It then goes on to describe the survey technique. The findings are then given and examined in the context of the body of current literature.

Theoretical background

Attachment theory

According to attachment theory, people's expectations and perceptions of their interactions with others are shaped by their attachment styles (Cherniak et al., 2021). A hyperactive desire for affirmation, comfort, and support is present in those with high levels of attachment anxiety. They express and feel more negative emotions (Keller, 2021), are more sensitive to negative events and unhappy when their expectations are not met (Mende and Bolton, 2011), and consequently react negatively to the attachment figure more frequently. We explain the negative aspects of brand connection using attachment theory, arguing that it causes obsessive passion, which in turn fuels trash talk. According to attachment theory, in order to meet their basic needs, people want to form close bonds with others, including sentiments for them (Cherniak et al., 2021; Fearon & Roisman, 2017). According to attachment theory, people who have a deep connection will be more willing to spend money or make sacrifices for their relationship partner (Howe, 2012). Researchers contend that three attachment components brand passion and brand anxiety allow people to form a close link with brands (Fearon & Roisman, 2017; Howe, 2012). To build a solid relationship with customers, many businesses try to enhance the three facets of brand attachment. Strong brand

attachment, meanwhile, cannot always translate into positive customer behaviour.

Social comparison theory

Social comparison theory states that people assess themselves by contrasting their purchases and belongings with those of others (Heo et al., 2020). People can feel more accomplished and have higher self-esteem when they acquire new and attractive items, particularly if they think they are better than their peers. People use social comparisons to judge their beliefs and skills when they are unable to use objective or non-social standards for self-evaluation. Self-knowledge is gained through this process, which includes introspection and comparison analysis (Irwin et al., 2021). People naturally compare themselves to peers and important others who have comparable values and perspectives (Lee & Watkins, 2016). They can, however, also compare themselves to their idols politicians, actors, and singers upward or downward, depending on who they believe to be marginally less successful or fortunate than they are (Okazaki et al., 2021). This could lead to people obsessively buying products (i.e., brands) in an attempt to elevate their social standing, feel more connected to their role models, or even feel better than those who are less fortunate than them (Reh et al., 2022; Suls & Wills, 2024).

Fear of Missing Out

FOMO is mainly understood as an anxiety-related psychopathology Alutaybi et al. (2020) brought on by perceived deficiencies in psychosocial requirements, including the need for social relatedness and belonging (Balta et al., 2020; Kemp et al., 2021). By encouraging users to stay in touch (or interact with) and stay up to date with the information continuously supplied by their social media contacts, FOMO may cause a unique strain that impacts an individual's internal state, or the "organism" (Gupta & Sharma, 2021; Tandon et al., 2021). The fundamental idea is that when customers are isolated or shunned by other people in society, they experience psychological discomfort. As a result, they have a strong desire to fit in and mimic the behaviour of others in order to overcome their fear (Roberts & David, 2020). This keeps them in touch with others. Despite being a tendency that existed before social media, FOMO has become more common as a result of social media. Fear of missing out is a significant factor in people's online experiences on social networking sites when taking into account psychological need satisfaction, overall mood, and life satisfaction (Çelik & Şirin, 2023). Furthermore, Gupta and Sharma (2021) linked the self with fear of missing out. This helps to explain why marketers employ various techniques related to perceived uniqueness or scarcity (such as exclusivity and "never to be repeated prices") to create a sense of missing out.

Brand passion

According to Bai et al. (2021), passion is the strong, enduring, and inspiring emotion that a person has for something they truly enjoy and believe is important. Building on the work of Hegner et al. (2024), who first established the concepts of harmonious and obsessive passion, Japutra et al. (2021) introduced the dualistic approach to brand passion. According to Le (2021), a strong, innate bond between a person and a brand where the brand flows naturally into one's identity is referred to as harmonic brand passion. The only factor influencing this integration is the person's sincere fondness and pleasure of the brand. For instance, a person who has a harmonious brand enthusiasm for Apple products may actually adore the gadgets' functionality and design and believe that using them reflects their beliefs and personal style. Both types are respected and encourage people to devote time and effort, but they have different effects on processes related to oneself (Hegner et al., 2024; Li et al., 2024). While obsessive passion causes self-critical reactions, harmonious passion cultivates self-compassion (Okazaki et al., 2021). Additionally, there are differences in how they fit into a person's identity (Junaid et al., 2022).

Excessive spending

Modern consumer society has made excessive spending, which is sometimes typified by impulsive, needless, or costly purchases, a widespread occurrence (Hudimova et al., 2021). Excessive spending is the act of acquiring goods that exceed one's practical needs or financial means, as opposed to sensible purchase behaviour that fits one's demands and budget. Emotional triggers, cultural norms, the impact of social media and advertising, and other psychological and social factors can all contribute to this behaviour. Buying a brand that exceeds one's financial means or personal wants is an example of excessive spending. While brand junkies aim to purchase and amass every item from their favourite brand Boccia and Lett (2024), brand lovers aim to purchase as many products from their favourite brands as they can. As a result, we anticipate that brand addiction and brand love would have different effects on excessive spending. According to (Aji & Adawiyah, 2022), brand addicts exhibit obsessive and uncontrollable cravings associated with the seductive need to own and own their brand. These customers feel compelled to purchase a brand because they are obsessed with it. "People who are addicted to fast-fashion brands have the tendency to spend a significant amount of money to buy these brands," according to preliminary studies (Aji & Adawiyah, 2022; Hudimova et al., 2021).

Trash talking

In contrast to negative word-of-mouth (WOM), trash talking refers to unfavourable remarks made about competing brands (Haines et al., 2023). While trash talking targets competitor brands because consumers want to disparage one option in favor of another, negative word-of-mouth (WOM) is a type of negative communication directed against the brand as a result of customers' unhappy experiences. According to (Irwin et al., 2024), trash talking is regarded as an oppositional brand loyalty, a distinct kind of brand loyalty. Strong brand devotion that results in unfavourable attitudes and actions towards competing brands is known as oppositional brand loyalty. To obtain an advantage and defend their own decision, consumers verbally disparage other companies (Johnson & Taylor, 2020). According to Irwin et al. (2021); Kaya and Radhakrishnan (2021); McDermott and Lachlan (2021), trash talking can be classified as either internal or external. When people who use the same brand have negative conversations about other brands, this is known as internal trash talking. When people who do not use the same brand have negative conversations about other brands, this is defined as external trash talking. According to Ambarwati and Rahman (2022), consumers engage in external trash talking to defend their brand and their decision or harm a rival brand, while they engage in internal trash talking to rate their brand higher than competitors.

Consumer anxiety

According to a number of studies Brailovskaia and Margraf (2023), situations with a higher level of anxiety are the cause of obsessive-compulsive behaviour. According to Li et al. (2024), people often engage in obsessive-compulsive behaviour because they perceive undesirable outcomes as threats and experience intense anxiety in an effort to lower the subjective likelihood of the dire consequence. The viewpoint is strengthened by Patil et al. (2020); Yuan et al. (2022), who contend that people with high anxiety levels believe that making mistakes should be punished or condemned. Customers that are anxious are extremely picky and unforgiving (Sherman et al., 2021). Customers who have a strong bond with a brand are also more likely to feel betrayed, experience negative feelings as a result, and want to take revenge for the brand's transgressions (Zhang et al., 2024). Customers always anticipate a comparable or even greater response from the brand than what they have provided. These customers view brand misconduct as a danger and believe the company should take accountability (Japutra et al., 2021). As a result, they believe that the companies should be held accountable for their transgressions.

Research model and hypothesis

Effects of FOMO on excessive spending

Excessive spending is significantly impacted by FOMO, as people may make hasty or needless purchases out of a desire to maintain social relevance or keep up with their peers. FOMO creates a sense of urgency and pressure to engage in similar activities or own comparable goods since it is fueled by continuous exposure to other people's experiences and belongings on social media. According to Alutaybi et al. (2020), those who suffer from FOMO are more prone to act impulsively while making purchases in order to prevent the discomfort of feeling excluded or "less than" other people. People often spend more than they can afford because they feel compelled to adopt the lives they see in their social circles or on the internet. Marketers and influencers who take advantage of the limited availability and exclusivity of products can make FOMO-driven buying worse by instilling a sense of urgency (Hayran & Anik, 2021). A cycle of fleeting pleasure followed by financial and emotional strain is therefore created when excessive spending brought on by FOMO not only endangers financial well-being but also can result in post-purchase regret and lower life satisfaction. The desire for emotional fulfilment is a key factor in excessive spending. Some people find that shopping temporarily relieves their tension, boredom, or sadness; this is referred to as "retail therapy." Even though these purchases can provide momentary gratification, they frequently result in guilt and regret down the road, starting a vicious cycle of spending to cope with bad feelings that can ultimately increase financial stress (Boccia & Lett, 2024). Since many people gauge their own value by contrasting themselves with others, social comparison is another factor. Social media, where users are continuously exposed to carefully chosen pictures of upscale goods, trips, and lifestyles, has only heightened this desire to "keep up with the Joneses" (Aji & Adawiyah, 2022).

Hypothesis 1: The fear of missing out has significant impact on excessive spending.

Effects of FOMO on trash talking

The major way that FOMO is understood is as a worry or anxiety that may cause people to continue using social media sites. Researchers have hypothesised that people may continue to use digital platforms like social media Roberts and David (2020) or even establish a nearly permanent online connection Hayran and Anik (2021) as a result of FOMO. By using social media excessively, such as by leaving comments on conversations and shared or viewed information, these people may be able to prevent FOMO (Kemp et al., 2021). Both the brand and customers may have issues as a result of trash talk. According to Çelik and Şirin (2023), customer misconduct typically results in issues for the company, staff, and other customers. Despite being directed towards other brands, trash talk has the potential to damage the brand.

According to Brailovskaia and Margraf (2024), verbal aggressiveness has the potential to quickly escalate into physical aggression. They demonstrated that trash talking was place between the two brands by using the Ford-Holden rivalry as the backdrop for their investigation. This demonstrates how some people who drove Fords were viewed as vandals, which hurt the brand's reputation. According to (Johnson & Taylor, 2020), trash talking happens in groups (like the Apple or PC clubs) when participants compare their computer brands to those of competitors to the detriment of the opponent. Similarly, Kaya and Radhakrishnan (2021) observed that trash talk over Nike's football equipment commercial film took place on the Adidas brand fan page while investigating consumer-to-consumer disputes in social media (i.e., brand fan pages). Given that the message was directed at Nike on the Adidas brand fan page, this is an example of internal trash talk. Another example is when people chastised Costa Coffee for failing to pay taxes, while others criticized or supported Starbucks, Costa's rival, for the same reason. It is evident from Ambarwati and Rahman (2022) study that there were multiple occasions in which individuals devalued the brands by appearing on brand fan pages. For instance, on a Tesco brand fan page, someone expressed her preference for other stores (Haines et al., 2023).

Hypothesis 2: The fear of missing out has significant impact on trash talking.

Effects of FOMO on consumer anxiety

Prior studies have demonstrated that brand passion results in higher consumer anxiety expenditure (Japutra et al., 2021; Mishra et al., 2022). Social media users are continuously exposed to the idealized lifestyles and accomplishments of others, which has increased FOMO. As people worry about their own experiences and social status, the increased visibility of other people's lifestyles might exacerbate self-comparison and cause anxiety. According to studies, FOMO can lead to feelings of inadequacy, making people feel as though they need to constantly seek out new experiences, belongings, or social chances in order to be relevant and stay ahead of their peers. Customers that are passionate about a brand invest a lot of time and money in it (Raza et al., 2021). It is anticipated that customers' excessive shopping from other brands will be curbed by this rigorous devotion motivated by loyalty and happiness. But unlike brand addiction, brand love does not lead to hoarding and obsession. In contrast to the impact of consumer worry, this might lead to a general decline of financial consumption. They are less inclined to promote or favor their brands when engaging in negative word-of-mouth. Nonetheless, brand love research recommends that customers spread good word of mouth and talk about their favourite brands with others (Li et al., 2024; Yuan et al., 2022). Customers that suffer from separation anxiety describe it as "anxiety about possibly losing the loved brand," according to Brailovskaia and Margraf (2023). The general anxiety of consumers is a more complicated and wide-ranging concept that encompasses, among other things, sentiments of concern or fear that something bad might happen to a brand. Interpersonal relationships are the foundation of brand passion (Zhang et al., 2024). A passionate relationship promotes a sense of comfort and confidence, according to research on the impacts of interpersonal relationships (Sherman et al., 2021). This could help treat depression and anxiety (Raza et al., 2021). Affection is also promoted by emotions-focused therapy as a way to alleviate the symptoms of despair and anxiety (Brailovskaia & Margraf, 2023). Because people find it difficult to strike a balance between their need for acceptance and their emotional and financial boundaries, researchers have found that FOMO-related anxiety can have a negative impact on both financial decisions and overall life satisfaction and well-being. In light of the earlier conversation, we investigate the following hypothesis:

Hypothesis 3: The fear of missing out has significant impact on consumer anxiety. 3.4 Effects of Harmonious Brand Passion

Consumers with harmonious brand passion will selectively notice the positive aspects of other people's lives and possessions that are in line with their own personal values and outlooks, based on the body of research in the fields of social comparison theory, FOMO, and brand passion (Japutra et al., 2021). This kind of passion entails doing something because it is inherently pleasurable and consistent with one's identity and ideals. For people who are motivated by harmony brand passion, the fear of missing out can occasionally serve as a gentle reminder or a positive motivation to keep involved with their passions and the communities in which they live. Additionally, it might encourage them to look for chances for personal improvement without overpowering their sense of contentment. Therefore, by gratifying their individual needs, consumers will be able to regain their harmony due to their fear of missing out (Junaid et al., 2022). Lastly, harmonious passion, which is defined by a relationship with a brand that is voluntarily and intrinsically motivated, shows that people genuinely like and love the brand (Dini Azizi et al., 2024; Hegner et al., 2024). Because people are more prone to follow their instincts and indulge in chatting, anxiousness, and excessive spending when their passion is harmoniously matched with the brand, this good emotional connection may result in impulsive and unexpected purchasing decisions. Because consumers want to strongly defend their choice and favor the brand, trash talking happens (Li et al., 2024; Okazaki et al., 2021). Le (2021) discovered that addictive behaviours result in negative psychological effects, like anxiety. As a result, brand addicts become irritable when they are unable to interact with their preferred brands Japutra et al. (2021) and develop an acquisitive desire that is connected to anxiety and depression (Bai et al., 2021). Thus, according to the growing body of research on brand addiction Hegner et al. (2024); Junaid et al. (2022), addiction may result in detrimental effects like excessive spending, trash-talking, and consumer anxiety.

Hypothesis 4a: The harmonious brand passion has mediating impact between fear of missing out and excessive spending.

Hypothesis 4b: The harmonious brand passion has mediating impact between fear of missing out and trash talking.

Hypothesis 4c: The harmonious brand passion has mediating impact between fear of missing out and consumer anxiety.

Effects of obsessive brand passion

Obsessive brand passion, on the other hand, is typified by an insatiable desire to partake in an activity in order to affirm one's social standing or sense of self. According to Japutra et al. (2021), behaviour, anxiety, and depression can all worsen when excessive brand enthusiasm and FOMO collide. It may cause people with obsessive passion impulses to continuously look for approval and assurance from their actions. As people work to meet the perceived standards set by their peers, even if those standards conflict with their own interests or principles, their behaviour may manifest as upward social comparison. To boost their self-esteem and assist them in overcoming any social, external, or internal constraints, they feel obliged to adopt other people's buying habits (Çelik & Şirin, 2023). This gives individuals a sense of acceptance or self-worth Bai et al. (2021) and lessens their discomfort (Gilal et al., 2023). An obsession with a brand is the result of both external and internal forces. People who have an excessive brand interest may feel pressured to support a company in order to boost their self-esteem or receive social recognition. For example, rather than because they actually like the brand's products, someone may become obsessively passionate about a brand because they think it will improve their social standing or make them appear more appealing to others. When someone has obsessive brand passion, their identification with the brand is influenced by outside forces as well, and they may feel under pressure to continue their affiliation, in contrast to harmonious brand passion, where the brand's integration into the person's identity is organic and self-driven (Amarnani et al., 2020). In contrast to obsessive brand passion, which arises from controlled internalization of the brand into one's identity, harmonious brand passion arises from autonomous internalization of the brand into one's identity (Çelik & Şirin, 2023). When customers enjoy a brand, want to buy it, and invest in it without feeling compelled to do so by conscious (social, external) forces, this is known as harmonious brand passion. When customers form close relationships with a brand and feel compelled to acquire it because it is an integral part of who they are, this is known as obsessive brand passion. According to Sherman et al. (2021), obsessive passion fuels brand evangelism and a desire to pay a premium price, whereas harmonious passion promotes favourable word-of-mouth and a willingness to pay a premium price. According to Amarnani et al. (2020), this study suggests that FOMO may have other detrimental effects, such trash talking. According to Japutra et al. (2022); Japutra et al. (2021), FOMO is predicted by brand passion since a strong link increases the motivation to devote more resources to the brand.

Hypothesis 5a:The obsessive brand passion has mediating impact between fear of missing out and excessive spending.

Hypothesis 5b: The obsessive brand passion has mediating impact between fear of missing out and trash talking.

Hypothesis 5c: The obsessive brand passion has mediating impact between fear of missing out and consumer anxiety.

Conceptual framework

As seen in Fig. 1, we provide a conceptual framework based on attachment theory, social comparison theory, FOMO, and brand passion. Prior studies have consistently demonstrated the link between consumer anxiety, trash talk, and excessive spending and FOMO. But we argue that this association is deeper than previously thought and stems from complicated psychological aspects. When attempting to retain a higher social status within their peer group, people frequently suffer from FOMO, which brings up the idea of social comparison. People may feel like they are slipping behind and not fitting in when they don't have the things that their peers do, which might increase their desire for particular brands. This enthusiasm may seem peaceful at first, but because it is based on materialism and anxiety, it has the potential to become obsessive, which can eventually result in consumer anxiety, trash talk, and excessive spending.

Thus, according to our model, consumer anxiety (Hypothesis 3), trash talking (Hypothesis 2), and excessive purchasing (Hypothesis 1) are all caused by the fear of missing out. Obsessive passion (Hypothesis 5a, Hypothesis 5b, and Hypothesis 5c) and excessive spending, trash talk, and consumer anxiety are predicted by both forms of harmonious passion (Hypothesis 4a, Hypothesis 4b, and Hypothesis 4c).

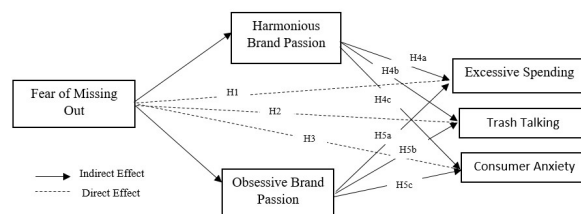


Fig. 1 Research model

Method

Measurements

As shown in Table 1, we sourced all of the metrics used in this investigation from earlier research. Using the framework established by Dini Azizi et al. (2024), we assess FOMO using eight items. We use a total of 14 items that we adopt from Dini Azizi et al. (2024) to measure harmonious and obsessive brand enthusiasm. Additionally, using the methodology outlined by Ridgway et al. (2008), we evaluate excessive spending using five items, trash talk using three things, and consumer worry using seven items. A seven-point Likert-type scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree," is used to record respondents' opinions. Because of their proven validity and reliability across a range of samples and contexts, these chosen scales are well-established measures that are frequently used in both older and more recent research.

Table I
Constructs and Items

Constructs	Items	Factor Loading	Cronbach's Alpha	AVE
Fear of Missing Out	I will feel sorry later if I do not buy any items from the fashion brand.	0.795	0.913	0.623
	I will worry if I am missing items from the fashion brand.	0.800		
	I will worry if other people are having more rewarding things than me by wearing items from the fashion brand.	0.757		
	I feel concerned that other people are having more fun with items from the fashion brand while I am not.	0.796		
	I will feel left out of the trends if I do not have items from the fashion brand.	0.801		
	I will feel anxious about not owning items from the fashion brand.	0.821		
	I will feel bothered that I missed an opportunity to wear those items from the fashion brand.	0.824		
	I will feel sorry that I did not experience items from the fashion brand.	0.716		
Harmonious Brand Passion	Fashion brand shopping allows me to live a variety of experiences.	0.772	0.888	0.564
	I cannot live without fashion brand shopping.	0.833		
	I am completely taken with fashion brand shopping.	0.806		
	Fashion brand shopping is a passion for me, that I still manage to control.	0.732		
	Fashion brand shopping is in harmony with the other activities in my life.	0.692		
	Fashion brand shopping reflects the qualities I like about myself.	0.781		
	Fashion brand shopping allows me to live memorable experiences.	0.687		
	The new things that I discover with fashion brand shopping allow me to appreciate it even more.	0.716		
Obsessive Brand Passion	The urge is so strong. I cannot stop myself from shopping fashion brands.	0.740	0.849	0.577
	I have almost an obsessive feeling for fashion brand shopping.	0.808		
	I am emotionally dependent on fashion brand shopping.	0.859		
	I have a tough time controlling my need to shop fashion brands.	0.759		
	I have difficulty imagining my life without fashion brand shopping.	0.805		

Cont...

Constructs	Items	Factor Loading	Cronbach's Alpha	AVE
	My mood depends on me being able to shop fashion brands.	0.690		
Excessive Spending	To buy things I want, I am willing to borrow money from my family or friends	0.757	0.854	0.632
	I spend more money than I can afford	0.742		
	I nudge my parents to give me more allowance	0.850		
	It is hard to control my urge to buy things	0.848		
Trash Talking	I feel that I cannot cut down my expenses on shopping	0.771	0.707	0.633
	I talk about how negative I feel about competing brands to other people	0.880		
	I talk about how inferior competing brands compare to this brand to other people	0.729		
Consumer Anxiety	I say negative things about competing brands to other people	0.771	0.874	0.571
	Feeling nervous, anxious or on edge.	0.774		
	Not being able to stop or control worrying	0.818		
	Trouble relaxing	0.791		
	Worrying too much about different things	0.720		
	Being so restless that it is hard to sit still	0.677		
	Becoming easily annoyed or irritable	0.749		
Feeling afraid as if something awful might happen	0.753			

Sampling and data collection

To collect data, we create an online questionnaire. We ask respondents demographic questions, test the questionnaire with 18 participants, and then move on to the scaled questions. Before moving on to the scaled questions, we introduce introductory warm-up questions to gauge respondents' familiarity with brands, specifically fashion brands, which we choose because of their widespread popularity in consumer life.

Through the internet platform Active, we disseminate the survey to 470 Indonesian respondents. We determine that a total of 421 questionnaires are appropriate for data analysis after removing those who provide inaccurate answers to the attention check question, incomplete responses, and missing values. 58.9% of the respondents said they were female. In terms of age distribution, 17.1% of participants are between the ages of 18 and 25, 32.5% are between the ages of 26 and 35, 22.9% are between the ages of 36 and 45, 15.2% are between the ages of 46 and 54, and the remaining participants are 55 years of age or over.

Results

Reliability and validity

We use SmartPLS (partial least squares) algorithm to evaluate the measures' validity and dependability. However, we examine each item's factor loading before evaluating the measures' validity and reliability (see Table 1). With the exception of two items for harmonious passion (0.692 and 0.687), one item for obsessive-compulsive shopping (0.690), and one item for consumer anxiety (0.677), all of the factor loadings are over the threshold (0.70). We decide to keep these two items since their factor loadings are near the threshold. After that, we keep evaluating the scales' reliability. The constructs' Cronbach's alpha ratings (also see Table 1) are higher than the cutoff point of 0.60, indicating the scales' reliability (Hair et al., 2024). However, because composite reliability is superior to Cronbach's alpha, Hair et al. (2024) advise using it to evaluate construct dependability. According to Hair et al. (2024), the composite dependability scores (see Table 2) fall over the 0.70 threshold, ranging from 0.837 to 0.930. Therefore, it is reasonable to presume that every scale is trustworthy. We examine the average variance retrieved from the variables in order to evaluate the measures' convergent validity. We obtain convergent validity since the average variance extracted scores (see Table 1) are higher than the cutoff point (0.50) (Hair et al., 2024). We then evaluate the measures' discriminant validity. If the square root of the average variance recovered is higher than the inter-construct correlation scores, we can infer discriminant validity, per Fornell and Larcker (1981) (see Table 2). Consequently, discriminant validity is present.

Table II
Descriptive statistics, reliabilities, correlations, and validities

	Mean	SD	CR	1	2	3	4	5	6
1.Consumer Anxiety	3.55	2.12	0.903	0.756					
2.Excessive Spending	2.44	1.24	0.895	0.695	0.795				
3.Fear of Missing Out	2.171	1.97	0.930	0.697	0.577	0.789			
4.Harmonious Brand Passion	3.46	1.38	0.911	0.717	0.707	0.710	0.758		
5.Obsessive Brand Passion	3.27	1.28	0.890	0.750	0.675	0.636	0.751	0.760	
6.Trash Talking	3.88	2.27	0.837	0.575	0.551	0.475	0.614	0.693	0.796

The diagonal values indicate the square root of the average variance extracted; SD = standard deviation; CR = composite reliability"

To further evaluate the discriminant validity, prior research suggests examining the Heterotrait-Monotrait ratio as well Hair et al. (2024). We deduce discriminant validity since the Heterotrait-Monotrait ratio scores (refer to Table 3) are below the cutoff point of 0.90.

Table III
Heterotrait-Monotrait ratio

	1	2	3	4	5	6
1.Consumer Anxiety						
2.Excessive Spending	0.803					
3.Fear of Missing Out	0.772	0.649				
4.Harmonious Brand Passion	0.829	0.806	0.777			
5.Obsessive Brand Passion	0.864	0.797	0.707	0.864		
6.Trash Talking	0.734	0.706	0.582	0.765	0.878	

Hypothesis testing

We use Harman's one-factor test to check for common-method variance problems prior to testing the hypotheses (Hair et al., 2024). The majority criteria of 50% is not met by the one-factor solution, which accounts for 42.56 percent of the variance. Therefore, the preliminary findings demonstrate that common-method variance is not dangerous. Hair et al. (2024) recommends that when employing partial least squares structural equation modelling, common-method variance be evaluated using a full collinearity test. According to the findings, the inner model's variance inflation factor values fall between 1.00 and 1.96. The fact that all of the variance inflation factor values fall below the 3.30 threshold suggests that common-method variance is not a problem.

As we proceed with the analysis, we verify the research hypothesis and the study's framework. The model accounts for 85%, 55%, 50%, 40% and 49% of the variation in consumer anxiety, excessive spending, harmonious brand passion, obsessive brand passion, and trash talking, respectively. The results supports main effects hypothesis 1 ($\beta = -0.091, t = 1.169, p < 0.001$), hypothesis 2 ($\beta = 0.027, t = 4.403, p < 0.001$) and hypothesis 3 ($\beta = -0.070, t = 1.355, p < 0.001$). This means that fear of missing out is negatively influence on excessive spending, positively influence on trash talking and negatively influence on consumer anxiety.

Future analysis

We perform an additional study to verify our hypothesis regarding the mediating role of harmonious brand passion in the relationship between consumer anxiety, trash talking, and FOMO with excessive purchasing. We get clear conclusions from the way that obsessive brand enthusiasm mediates the relationship between consumer anxiety, trash talk, and excessive spending and FOMO. Table 4 displays the mediation analysis's findings.

The results also support hypothesis H4a ($\beta = -0.292, t = 4.408, p < 0.001$), hypothesis H4b ($\beta = -0.157, t = 2.528, p < 0.001$) and hypothesis H4c ($\beta = -0.556, t = 8.048, p < 0.001$). This means that harmonious brand passion has negatively meting impact among fear of missing out with excessive spending, trash talking and consumer anxiety. The results also support hypothesis H5a ($\beta = -0.194, t = 4.417, p < 0.001$), hypothesis H5b ($\beta = -0.345, t = 7.242, p < 0.001$) and hypothesis H5c ($\beta = -0.172, t = 2.058, p < 0.001$). This means that obsessive brand passion has negatively meting impact among fear of missing out with excessive spending, trash talking and consumer anxiety.

Table IV
Results of structural equation analyses

Table shows that there are no significant relationships between attachment style dimensions and emotion regulation strategies. The direction of correlation coefficient shows that there is a negative relationship between attachment anxiety and dysregulation of sadness which indicates that as attachment anxiety increases, the emotion of sadness is dysregulated.

Discussions and implications

In addition to acting as a mediator, this study examines the relationship between excessive spending, trash talk, customer anxiety, and brand love that is both harmonious and obsessive. The findings of this study offer compelling evidence in favor of the hypotheses put forth, illuminating the intricate connections among consumer anxiety, trash talking, excessive spending, and the fear of missing out, as well as the mediating influence on harmonious brand passion. Additionally, the results provide academics and marketers with insightful information that helps them better understand and forecast customer behaviour in the fast-paced consumer culture of today.

The main effects of FOMO on various forms of excessive spending, trash talking and consumer anxiety are demonstrated by hypotheses H1, H2 and H3. According to H1, FOMO causes people to spend more excessively as they attempt to stay up with alleged social trends and norms. The fear of missing out on events or not looking as successful or stylish as peers frequently motivates this behaviour. H2 delves deeper into the psychological processes involved and shows that FOMO can show up as unfavourable social comparisons or trash talking. Disparaging others or their decisions can be a coping strategy adopted by people to ease feelings of inferiority or inadequacy brought on by the ongoing pressure to fit in. Lastly, H3 looks into the connection between FOMO and consumer anxiety, showing how tension and a sense of urgency can be increased when one fears missing out on offers, goods, or experiences. Impulsive decisions and a sense of discontent with one's own choices may result from this (Gupta & Sharma, 2021).

The differing effects of FOMO on various forms of mediating impact of harmonious brand passion are demonstrated by hypotheses H4a, H4b and H4c. Remarkably, harmonious brand passion is more strongly predicted by FOMO than obsessive brand passion. This is due to the fact that FOMO is a psychological phenomenon in which people feel anxious or afraid about being left out of activities or events that their peers are already enjoying (Alutaybi et al., 2020). This is the first study that has examined this to the best of the authors' knowledge. Harmonious brand passion is positively impacted by FOMO since it offers a source of pleasure and a way to fulfil individual needs (Tandon et al., 2021). People also have more control over this kind of enthusiasm because they can switch to another activity and stop participating out of FOMO (Çelik & Şirin, 2023).

As previously study, obsessive brand passion is influenced by both external and internal causes, including societal pressure. According to earlier research, elder consumers generally exhibit higher levels of harmonic passion (Japutra et al., 2021). According to Gilal et al. (2023), brand passion is largely constant over age, with no discernible difference between younger and older individuals' harmonious and obsessive brand passion. This research furthers the dual theory of passion by demonstrating how older adults' malevolent passion, or obsessive desire, can be heightened by their dread of missing out. Obsessive brand passion is different from harmonious brand passion in that it helps people resist social, internal, and external pressures Bai et al. (2021) and increases their sense of self-worth (Okazaki et al., 2021), even though FOMO has a beneficial impact on obsessive brand passion. The findings demonstrate that the links between consumer anxiety, trash talking, excessive spending, and FOMO are totally mediated by obsessive brand enthusiasm. Once more, this result supports the dual theory and the negative aspect of brand passion, according to which obsessive passion is a kind of evil passion.

Managerial implications

The results of the study demonstrate the critical importance of marketing tactics designed to appeal to customers' FOMO. It's critical to acknowledge that consumers have different levels of brand passion. Customised marketing strategies that seek to enhance fulfilment are made possible by segmenting customers according to the level of their passion, whether it be harmonious or obsessive. For marketers hoping to increase customer engagement, cultivate loyalty, and increase sales, using passions motivated by FOMO can be a powerful weapon. But it's crucial to use these tactics while keeping a close watch on moral issues to make sure that customers' happiness and well-being always come first. Customers frequently share their brand or product experiences on social media channels due to the allure of enthusiasm fueled by FOMO, creating important user-generated content. By creating programs that encourage and reward customers for sharing their experiences, marketers may take advantage of this chance to increase brand awareness and reputation. Additionally, companies may be able to foster a feeling of community among customers who are passionate about the products they sell. Creating online communities, forums, or events where customers can interact and share their experiences helps strengthen brand affinity and increase consumer engagement. Additionally, exploring the interests of customers motivated by FOMO might provide priceless information for new product development.

Brands can stay ahead of the competition and continuously satisfy the demands and desires of their customers by identifying the factors that cause FOMO and using them to create unique and desirable products. Consumers who are afraid of missing out are always looking for the latest information. Social media can be used by brands to give consumers up-to-date information on events, new product

releases, and temporary deals. In order to prevent customers from missing out, brands may create a sense of urgency and prompt action by keeping them informed and involved. By stimulating the internal motivators that give people a greater sense of purpose and satisfaction through their consumption of particular brands, managers may accommodate people with harmonized brand passion. By achieving balance with the private facets of their existence, this would assist them in fulfilling their own desires. To help them accomplish this, a brand could emphasise many elements, including its distinctiveness, authenticity, sustainability (social and environmental), and ethical credentials. Therefore, fostering and promoting harmonic passion may benefit companies by giving them access to a more focused and engaging content strategy. By encouraging consumers to discover balance and satisfaction in their consuming patterns, marketing campaigns that foster harmonic passion may help to improve consumers' psychological well-being and, in turn, their overall quality of life. Their sense of value and self-esteem would increase as a result.

Promotions (such as discounts, various offers, and temporary reductions) should be positioned by brands to attract customers and suggest that they will aid in their social acceptance. In order to alleviate any uneasiness, brands must encourage consumers to make snap judgements and buy products right away or to make additional purchases. Emphasising customers who have adopted obsessive devotion and responsible purchasing may inspire others to do the same, fostering a more sustainable consumer culture.

Limitations and future research

Because different countries have varied relationships with brands, this study's focus on an Indonesian sample raises questions about possible differences in other countries regarding how brand enthusiasm promotes excessive spending, trash talking, and consumer worry. To make sure the sample is more representative, future studies could employ a different sampling technique, like stratified sampling. To uncover any cultural quirks in the relationship between brand enthusiasm and compulsive buying, it might further broaden its reach by performing cross-cultural comparisons. Experiments would improve the investigation of successful communication techniques suited to various passion types. Examining the relationship between attachment theory and the social comparison theory of passion is another direction for future research. This could entail exploring sustainable factors that might affect brand consumption, like green consumer values, or including more moral and socially conscious brands in the data gathering (Dini Azizi et al., 2024). Research could gain a more thorough grasp of the elements influencing brand enthusiasm and compulsive buying by broadening its focus to include sustainability. Only one cross-sectional set of data was used in this investigation. Getting insights from longitudinal data would be fascinating. Future studies could take into consideration psychological elements like deservingness, envy, negative rage, and hatred. Therefore, it might be beneficial to take these elements into account in order to have a deeper understanding of compulsive buying and its detrimental effects. Last but not least, future studies ought to look at the turning point at which a customer becomes a compulsive buyer from a frequent buyer and a brand advocate from a trash talker.

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